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COUNTRY: Western Europe



25X1A2g

SUBJECT: Telefunken Personnel and Operations/  
German Attitudes

DATE Sep 53

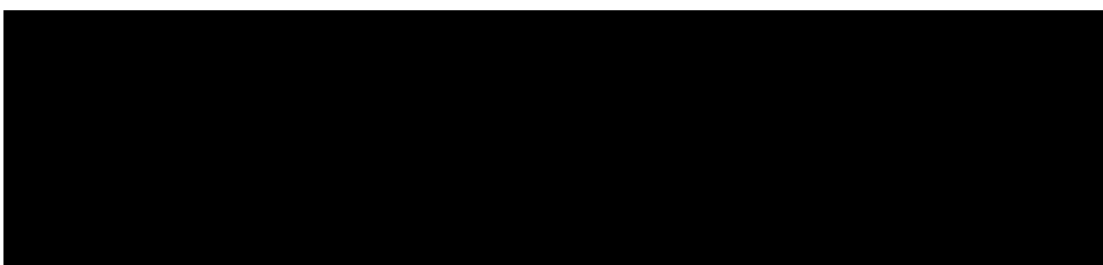
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SOURCE:



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1. In January 1953, I went to Western Europe for the purpose of arranging a more active foreign participation in the assembly of my firm's products. I was also interested in evaluating economic conditions, the attitude of merchants and consumers, and in making a general market survey.

GERMANY

2. Our licensee in Germany is Telefunken. I visited the Telefunken headquarters in Berlin and three of the Telefunken plants in West Berlin. The leading Telefunken personalities are as follows:

Dr. H. <u>Heyne</u>	Chairman of the Board of Directors
Dr. H. <u>Heymann</u>	Member of the Board of Directors, in Charge of Financial Operations.
Dr. H. <u>Engels</u>	Member of the Board of Directors, in Charge of Export Operations.
Director H. <u>Mueller</u>	Member of the Board of Directors, in Charge of all Telefunken plants.
Dr. E. <u>Mende</u>	Director of plant Hannover and in charge of the broadcast receiver and electro-acoustic field of Telefunken.
R. <u>Mantz</u>	Technical Manager of plant Hannover.

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A. von <u>Brackel</u>	Sales Manager of the Electroacoustic Department
K. <u>Nowack</u>	Sales Manager
W. <u>Olufs</u>	Manager Export Department
Dr. B. <u>Johannesson</u>	Patent Attorney
R. <u>Kroseberg</u>	Liaison Officer
Dr. C. <u>Zickermann</u>	Assistant to Chairman

3. The Telefunken people anticipate an increasing and large export market. The export market is essential to their operations since the local demand is insufficient for the extent of their operations. In the Telefunken radio transmitter plant equipment was being prepared for the post office division of the government which appears to have control over police and army communications. The type of equipment which I saw was walky-talky, upright transmitters, and mobile units. I estimated the transmitter power at 150 to 250 watts in the larger equipment.
4. In regard to attitudes in Germany, I found that the Rhine Valley people held more animosity toward foreign countries than any of the other parts of Germany which I visited; France holds the first place in their animosity; the UK is next; with the least against the US. In Berlin, I found morale very poor, with little desire to rebuild. The capital has moved west and there is little incentive or means to increase West Berlin production. The Germans, with whom I talked, principally in the management group, gave the impression that all the US aid which Western Europe is receiving does not entail any sacrifice on the part of the US. Their attitude was that the aid was from surplus, un-needed funds.

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